

Putnam County Chamber of Commerce  
Tourism Development Council  
Quarterly Report April 2021 – June 2021

Pursuant to the agreement made and entered between the Putnam County Board of County Commissioners and the Putnam County Chamber of Commerce this report is submitted for the third quarter, April 2021 through June 2021.

The Chamber provides support necessary to administer the Putnam County Tourism Development Council (TDC) and tourism program. The tourism program is funded entirely by bed tax revenues – paid by visitors not our residents!

### **Marketing and Visitor Services**

Enhanced and published tourism brochures, website, events calendar, and electronic message postings.

Updated and maintained listing of County's tourism inventory.

Designing a new digital marketing campaign that will run in July, August & September that includes both video and static display advertisements.

Designed and placed ½ page print ad in the 2021 Atlanta Braves baseball program. The publication is electronic and hard copies are produced as well.

Implementing a new software program that will allow visitors to plan trips and map destinations which includes a mobile app and visitor center kiosk.

Responded to leads from print and online ads and direct inquiries from phone, mail, email, website, and social media.

### **Administration and Evaluation**

Continue to have conversations with hospitality industry businesses concerning assistance needed to overcome negative impacts they had during the Pandemic.

Provided administrative services to facilitate the quarterly TDC meeting.

Conducted research on tourism industry indicators to measure changes in local tourism economy.

Putnam County Tax Collector's Office reported the Putnam County Bed Tax collections from April and May 2021 as \$124,331.38; this is a 65% increase over the same two months in 2020 and a 6% increase from 2019. Bed tax revenues for FY 2021-22 are projected to be over \$500,000 despite the first five months low revenues due to the pandemic.

### **Tourism Industry Relations**

Partnerships with local and state organizations including Florida Office of Greenways and Trails, Arts Council of Greater Palatka, Ravine Gardens State Park, St. Johns River Water Management District, Florida Fish & Wildlife Commission, Florida Sports Foundation and Visit Florida.